

TWGHs Mrs Wu York Yu Memorial College

Elect Unit 3: Pack your bags

&

Exploring Geography: Using urban space wisely


I. Writing

Situation

Your cousin, Chris, has just won one million Hong Kong dollars after taking part in the “One Minute Challenge to Win”. S/he would like to run a high order snack shop and is now considering the shop location. Finally, s/he comes up with two choices (please refer to the information given below). S/he would like to ask you for advice. Write an email of advice to Chris in no less than 200 words.

Generic skill focus

Suggested answer

Shopping	Shek Yam Shopping Centre	Citywalk
District	Kwai Chung	Tsuen Wan
Types of households	Public housing estates	Private housing
Transportatio	bus and minibus	MTR, bus and minibus
Parking	✓	✓
Area (sq. ft.)	300	300
Floor	G/F	G/F
Rental (\$/ sq. ft./month)	120	300
		
		

Comparison Table

	Shek Yam Shopping Centre	Citywalk
Rent	Lower	Higher
Accessibility	High	
	Eg. Bus and minibus	Eg. MTR, bus and minibus
Target customers	Public housing estates ↓ Working class ↓ Low income	Private housing ↓ Middle class ↓ High income
Purchasing power of customers	Lower	Higher

Language focus

Exercise Complete the sentences with comparative or superlative of adjectives.

- 1 London is one of the largest (large) financial and business centres in the world.
- 2 Transport congestion is more serious (serious) in Kuala Lumpur than in Hong Kong.
- 3 Living conditions in Hong Kong are more congested (congested) than in Guangzhou.
- 4 The air quality of Hong Kong is worse (bad) than Singapore.
- 5 The design of 'Eco-city' is better (good) than the new towns in Hong Kong.
- 6 It is possible for us to use clean energy at lower (low) costs.
- 7 The loss of lives in more developed countries is smaller (small) than less developed countries.
- 8 The Amazon River is the second longest (long) river in the world.

Text type focus

Suggested answer

Shek Yam Shopping Centre

Dear Chris,

Congratulations! I'm glad to hear that you want to operate a snack shop with the money you have won in the 'One Minute Challenge to Win'. I know that you are considering the location of the snack shop. As you told me that you want to sell snacks with cheap prices, I would like to give you the following advice.

To begin with, I have to point out the most important factor that you need to consider. As you choose to sell snacks with cheap prices, you can only afford an inexpensive rent. Thus, Shek Yam Shopping Centre is a reasonable choice.

Operating a snack shop in Shek Yam Shopping Centre has a number of advantages. Firstly, Shek Yam Shopping Centre has low rents and high accessibility. The rental rates for shop is reasonable. Besides, although it's not adjacent to MTR stations, it can be easily accessed by various kinds of public transport, such as bus and minibus. Thus, people can take public transport and they will find your location convenient.

Secondly, there are a number of public housing estates in the vicinity, such as Shek Yam Estate and Shek Yam East Estate. They form a small community with dense population. Thus, it provides reliable source of customers.

Thirdly, the people who live near the shopping centre tend to be from the working class. They have low purchasing power. Thus, they can only afford low price products. Cheaper goods are favorable for them.

After considering the rent, accessibility and the purchasing power of target customers, I strongly recommend you operate your snack shop in Shek Yam Shopping Centre. I hope you will offer me a VIP card for your snack shop! Just kidding. Wish you every success in running the snack shop!

Best,

Peter

Sample Writing

Citywalk

Dear Chris,

Congratulations! I'm glad to hear that you want to operate a snack shop with the money you have won in the 'One Minute Challenge to Win'. I know that you are considering the location of the snack shop. As you told me that you want to sell snacks with better quality, I would like to give you the following advice.

To begin with, I have to point out the most important factor that you need to consider. Better quality implies a higher selling price. Who is willing to pay such a price for snacks? In other words, your target customers should be the people with higher income. Thus, Citywalk is the best choice for you.

Citywalk is surrounded by a lot of public transport. MTR, buses and minibuses make it possible to have high accessibility to the general public. You can attract more customers when operating your shop in this location.

There are many private housing estates near Citywalk, such as Vision City. The households mainly come from the middle class. Those people tend to be richer and thus have a higher purchasing power. They should be your target customers.

Since you want to sell high order goods, you have to develop your own brand name. Operating in Citywalk, which is a shopping mall with many famous brand names operating inside, can help the new shop to gain fame easily. People believe the food sold in the shopping mall is of high quality. That can save you some money on advertisements.

After considering the rent, accessibility, purchasing power of target customers, I strongly recommend you operate your snack shop in Citywalk. I hope you will offer me a VIP card for your snack shop! Just kidding. Wish you every success in running the snack shop!

Best,

Peter